

2 April 1959

MEMORANDUM FOR: Mr. Allan Evans, State (IRA)
Colonel J. W. Strain, USA (ACSI)
Captain W. S. Howell, USN (ONI)
Colonel R. M. Lawson, USAF (AFCIN 2B2)
Colonel Hugh D. Wallace, USAF (J-2, The
Joint Staff)

[REDACTED], Director of Operational
Services, NSA
Mr. Randolph V. Zander, Defense (OSO)

SUBJECT : Survey of NIE Distribution and Use W/O ATTACH

1. As we indicated to you at lunch on 25 March we desire to undertake a survey of the distribution and utilization of NIE's and SNIE's. Although we are promoted in part to make this survey by the steady expansion in the dissemination of estimates (in 1957 our normal distribution requirements on NIE's were met by a printing run of 327 copies; the normal printing run is now 425), we have other more general interests. We would like to develop an over-all picture of the extent of distribution, and the relative extent and frequency of use of estimates as between intelligence officers and policymaking officials. We should like to obtain some consumer reaction in general terms as to the usefulness of the estimates and some description of how estimates are actually used by various readers and consumers. We do not intend, however, to go as deeply into consumer reactions to format, style, content, length, subject matter, phrasing, etc. as we did in an earlier survey some years ago.

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2. The survey will be conducted by representatives of our office of Central Reference. As a first step, we envisage the attachment of a consumer reaction sheet (TAB "A") to a few selected estimates and we solicit your cooperation in encouraging the completion and return of these forms. At the same time, representatives of OCR will approach your control and distribution offices to solicit information of the nature indicated in TAB "B" (attached). As a final phase, and depending on the results of the consumer survey, we may desire to have follow-up personal interviews with selected consumers based on the questions outlined in TAB "C" (attached).

3. We have no particular follow-up action in mind to follow completion of this survey. We intend to analyze the results, discuss them with you, and then to make any recommendations concerning distribution, substance, or format that appear to be indicated.

C. L. COOPER
Deputy Assistant Director
National Estimates

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